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DraftDirectWorldwide

Conference Report

Date September 5, 1997
Date Held September 8, 1997
Location Philip Morris
Report Number

Agency Copies to:
R. Stokes
R. Shapiro
J. Gaskins
R. Fedynak
N. Gupta
D. Hozer

Client Copies to:
M. Waldman
L. Steen

Client Philip Morris
Subject Defensive #4 brochure & outer envelope separations
Present for Client L. Steen
Present for Agency R. Shapiro, N. Gupta

Client & agency met to discuss the brochure and outer envelope separations. The following addresses the client's concerns:

- Client was concerned that all the colors of artwork were flat
 1. Colors will be pumped up and aqueous coat is applied, therefore allowing more vibrancy during the printing process.
- The following photography inside the brochure will be revised
 1. The robe on the last model will not be in the water
 2. All shadows on couple's feet will be cleaned up
- Architecture on front of brochure will be cleaned to a white crisp
- Blue in pack shots will be checked for brightness

Next Steps:

- Awaiting approval of blueslines of brochure and outer envelope due early week of Sept. 8th
- Awaiting orderform mechanical approval to disk due early week of Sept. 8th
- ✓ Client to provide artwork for the family pack shot week of Sept. 8th

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